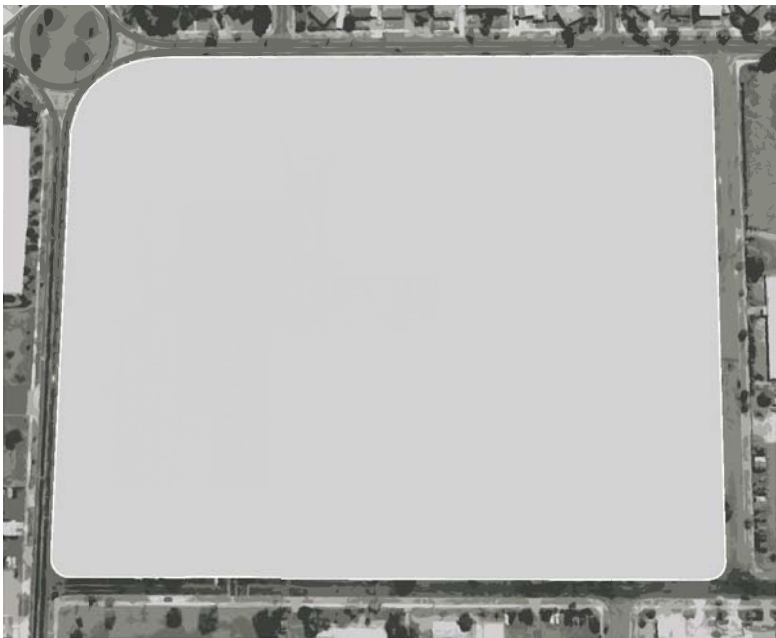
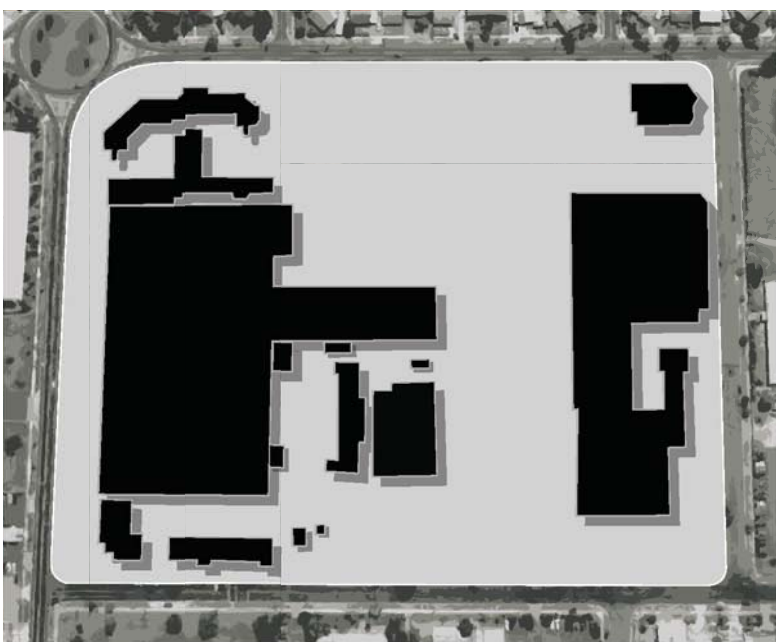


BROADMEADOWS: ERICSSON RESEARCH & DEVELOPMENT COMPLEX



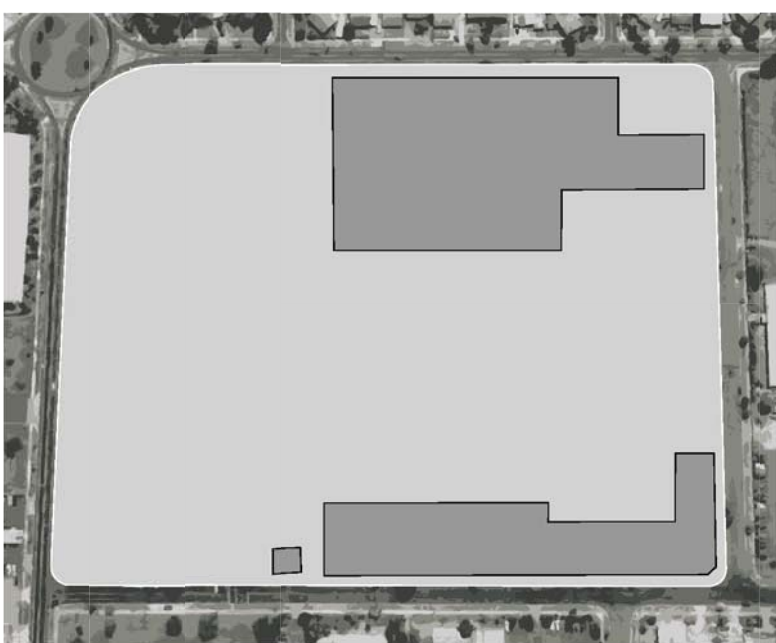
SITE:

- noun
1. the position or location of a town, building, etc., esp. as to its environment: the site of our summer cabin.
 2. the area or exact plot of ground on which anything is, has been, or is to be located: the site of ancient Troy.
 3. the piece of land on which something is located (or is to be located); “a good site for the school”
- The Ericsson site is a large area which has the potential to become a social and affordable housing development.



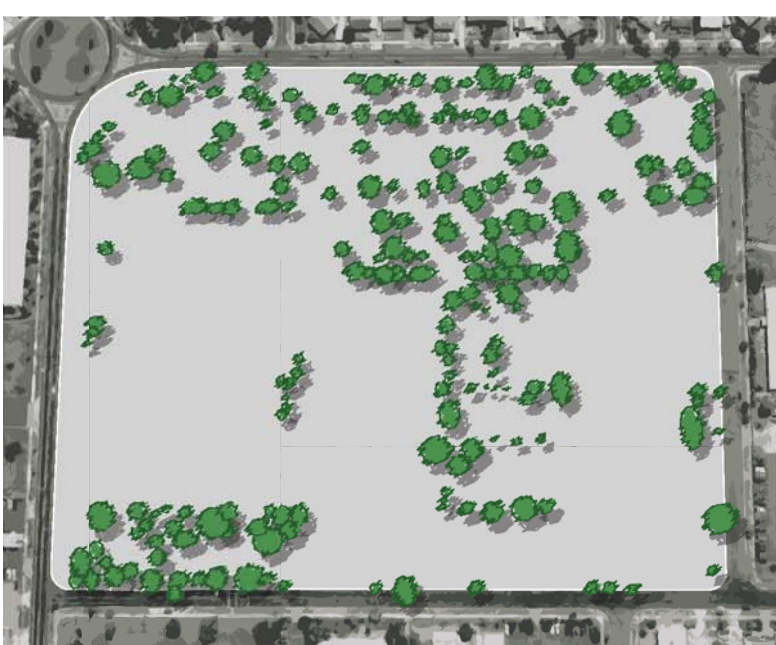
BUILT FORM:

- noun
1. a relatively permanent enclosed construction over a plot of land, having a roof and usually windows and often more than one level, used for any of a wide variety of activities, as living, entertaining, or manufacturing.
 2. anything built or constructed.
- The buildings currently on the site have the potential to be retro fitted in order to make them accomodate housing units and apartments, and those that do not, can be used for other purposes.



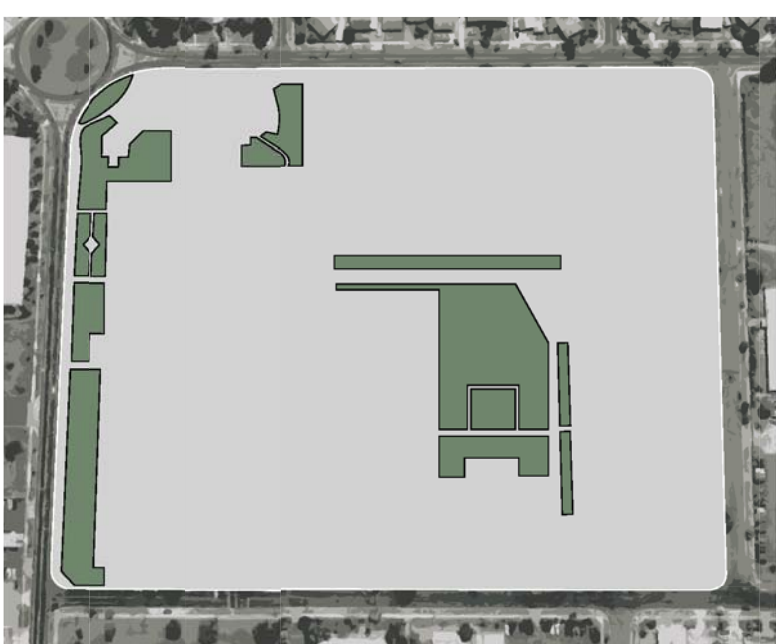
CAR PARK:

- noun Chiefly British. a parking lot.
- Origin: 1930–35
- There are two large carparks on te site which have the potential to be used for other purposes.



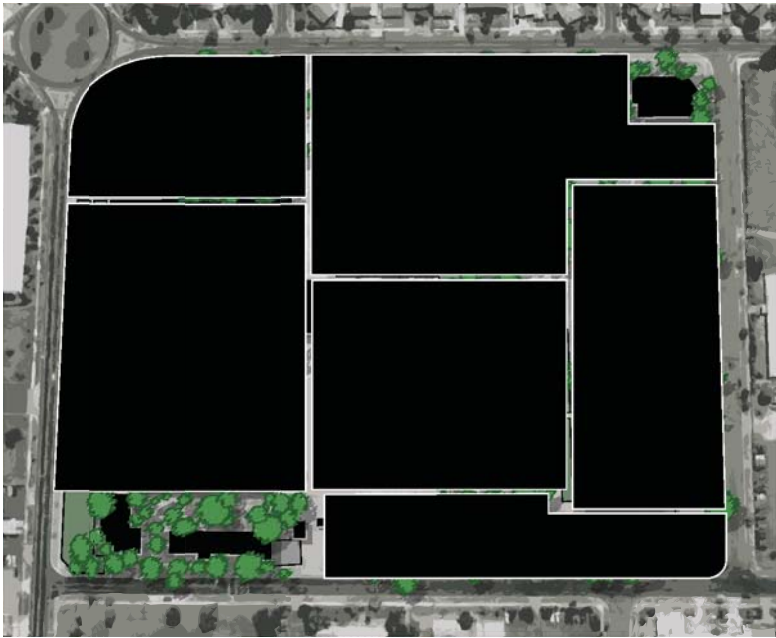
TREE:

- noun
1. a plant having a permanently woody main stem or trunk, ordinarily growing to a considerable height, and usually developing branches at some distance from the ground.
 2. any of various shrubs, bushes, and plants, as the banana, resembling a tree in form and size.
- The site has a large amount of trees on it, these can be used for shading buildings, creating space, and defining areas.



GRASS:

- noun
1. any plant of the family Gramineae, having jointed stems, sheathing leaves, and seedlike grains.Compare grass family.
 2. such plants collectively, as when cultivated in lawns or used as pasture for grazing animals or cut and dried as hay.
- The grass areas of the site have been well maintained, and if the site was opened to the public, could create areas for use for the people who live adjacent the centre.



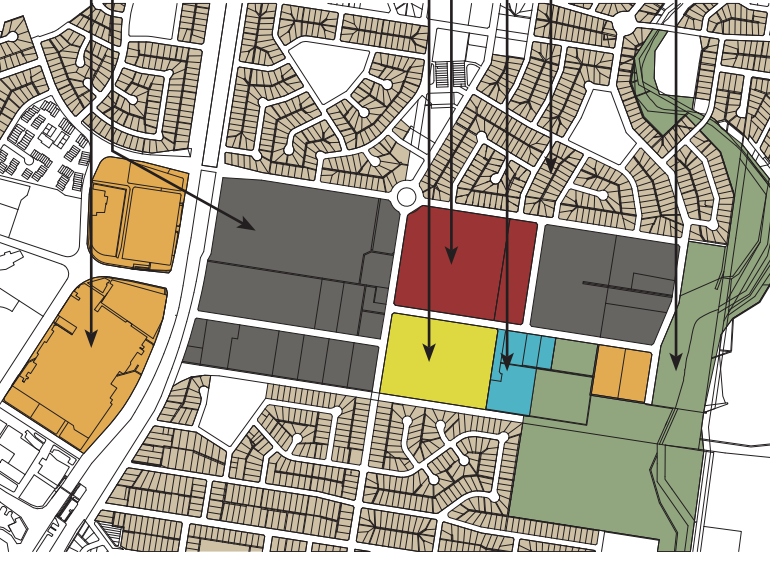
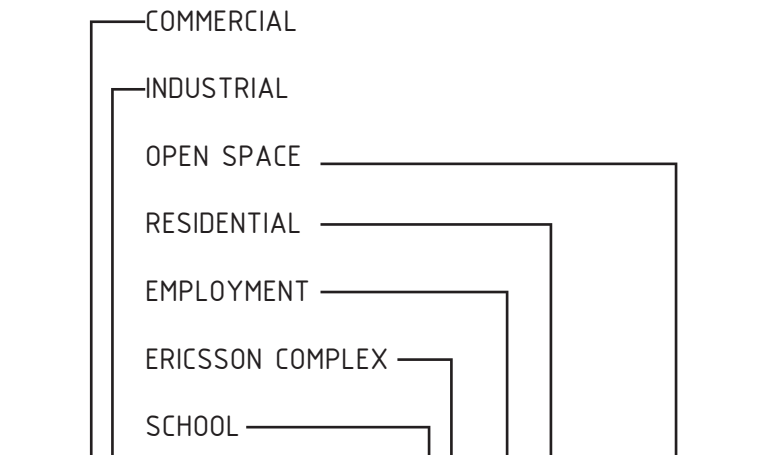
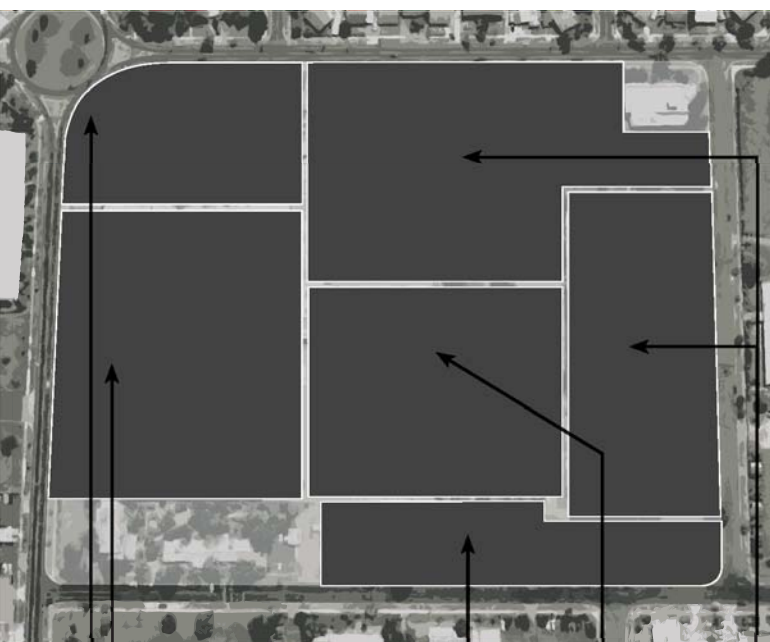
POTENTIAL:

- adjective
1. possible, as opposed to actual: the potential uses of nuclear energy.
 2. capable of being or becoming: a potential danger to safety.
 3. Grammar, expressing possibility: the potential subjunctive in Latin; the potential use of can in I can go.
- noun
- 5.possibility; potentiality: an investment that has little growth potential.
 6. a latent excellence or ability that may or may not be developed.
- The site has a large amount of potential for development, both in the elements and buildings which are currently on it, and in the open space which surrounds them.

STRATEGY:

The initial strategy for this large area of land which currently has buildings, carparks, factories, warehouses, trees, grass, and gardens, is to break up what is currently a very large block, into precincts.

These precincts can then be examined in terms of what is currently on them, and the potentials for what these elements can become. This site current has everything that a new development would aim at creating, buildings, open spaces, and parking; the challenge is to take these existing conditions and create a social housing situation which creates a new community within a broader context, which also feeds back into the existing community.



ALLOWING IT TO WORK:

An important aspect of developing the Ericsson R&D Centre is to make it accessible to the community, rather than create a complex which operates separately from it's context.

Breaking down the borders of the site and creating connection corridors will allow residents from the surrounding area to utilise the potential development of the Ericsson Complex.

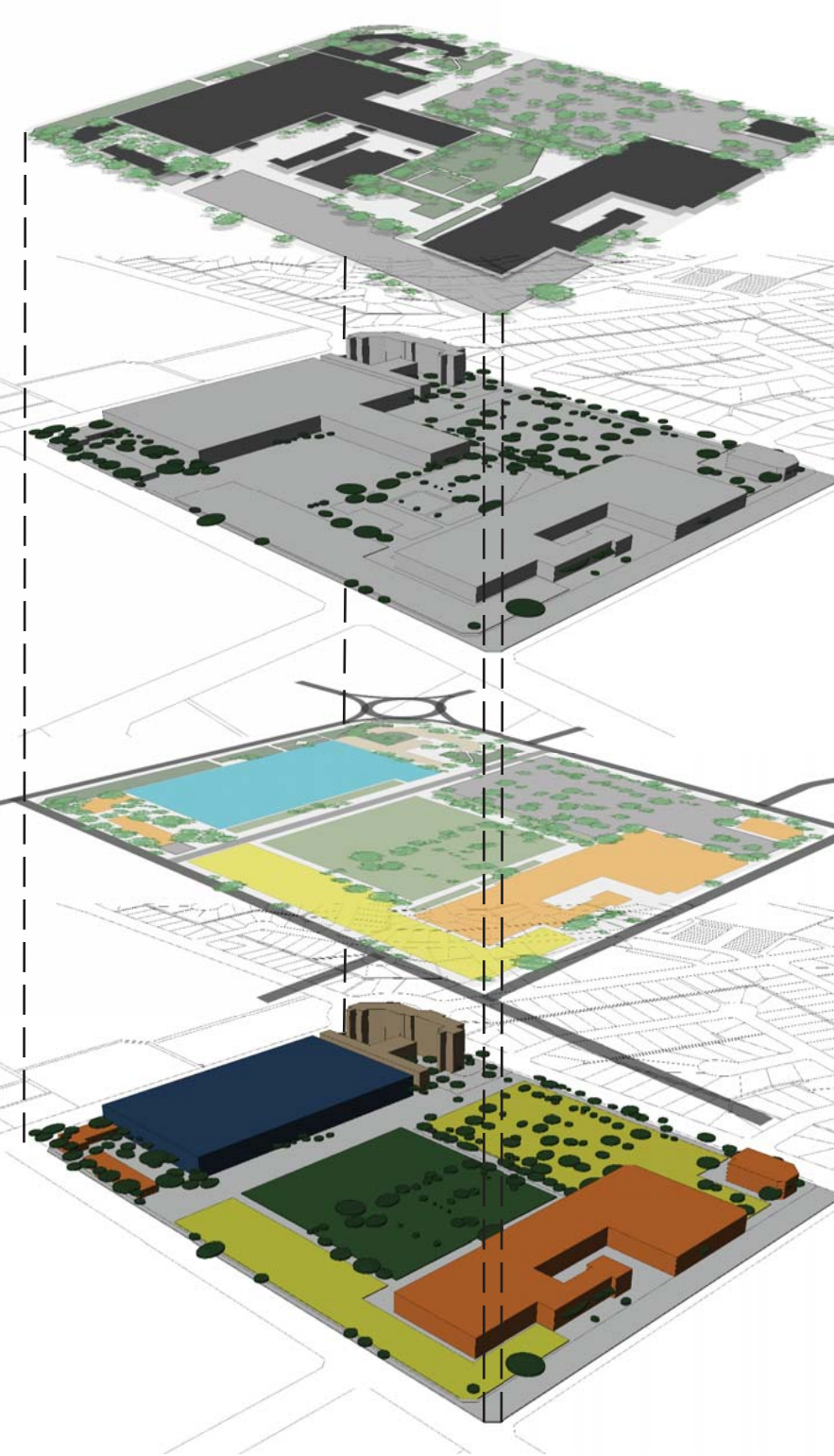


De-CLUTTER:



One very important step towards creating a space which can be fully occupied by it's inhabitants is to remove, or relocate if they have potential for use, smaller building within the site.

The ericsson research and development, if it is to become an affordable/ social housing complex cannot appear to actually be an old company complex; it has to make a full transition towards a community based area



EXISTING

SITE

POTENTIAL OVERLAYS

TRANSITION TOWARDS A COMMUNITY BASED AREA

Whenever two or more buildings are situated within a site, outdoor rooms are created. within the context of social housing this can create potentially problematic areas, spaces sheltered from immediate view from areas such as paths, streets, and central activity areas.

In order to prevent these types of potentially problematic areas from being created, the buildings which are being kept, and any new buildings that are being designed and constructed need to be carefully considered.

THE LAWS OF ATTRACTION:

Attracting people to this complex, and intergating it into the community are a very important aspec of the overall masterplan.

The different types of people are going to use the area need to be considered, older people, parents, young families, youth, and children, all need to have a reason to go to the Ericsson Complex. There needs to be an aspect of the site which draws them to it.

Not only do people from the area need to occupy the site, but it needs to bring people from all over the area to the district. When someone asks where a person is from and they say “Broadmeadows, just near that cool district on the old Ericsson site”, the reply should be something like “lucky”.



SOCIAL HOUSING NEEDS TO BE MORE THAN SOCIAL HOUSING:

The main aim of this masterplan is to show that a social housing development such as this potential one in Broadmeadows needs to be more than just a building, or a group of buildings. There are many aspects to creating a community, the development needs to attract people from the surrounding area, and a much wider area in order for it to be economically viable, and forpeople to continue to use the area.

Social housing needs to be more than just social housing, a simple building which fulfills the basic requirements of life is no longer adequate; and further more, any type of design for people should never be about what's 'adequate', it has always needed to be pushed further than that, now is the time, and the ericsson Research and Development Centre is the place.

Principles

- For the Ericsson Site, the principles which the finished development should be judged by are as follows:
- Examine the site within its context and develop a strategy for the ways in which the surrounding community and context can be incorporated, and therefore become a part of a site.
 - Retain any buildings which can be incorporated into the new design, and consider how they frame a space; remove buildings which create a cluttered site in order to create open spaces for recreation.
 - Break down the site into areas or precincts which can accomodate a variety of programs, and design each precinct in relation to its infended purpose.
 - Use precedents of successful social housing developments as a starting point of how to re-develop and retro-fit existing buildings, and for the design of any new buildings on the site.
 - Insert new programs which will give a purpose to the various areas within the site, and design these areas to attract people from the surrounding community.
 - Design the site with specific demographic groups as the drivers, young people, older people, couples, families, elderly people, they all need a purpose for either going to the site, or living in the site.
 - Create types of program such as markets and gardens which can begin to give a sense of economic viability to the project. Residents could grow food in the community garden, and then sell it in a market, or use it in their homes.
 - Commercial spaces within the development such as cafes or stores can also assist with economic growth within the development.
 - Create an overall site design which is more than a typical social housing development, it needs to be innovative, and forward thinking in order to be viable within this area.

The Ericsson Research and Development Centre is a site which has the potential to fulfill all of these goals, it has everything that a new development would aim at creating; buildings, open space, park areas, trees, carparks, and an overall large area, the challenge is to create a design which utilises the existing elements, and reaches these potentials in order to create a design which moves outside the box for what is typically considered social housing.

Two potentaisl for what areas of the site may become in order to incorporate aspects of the surrounding community into the design.

Community gardens and markets could give purpose to areas of the site, allow the school to take part in developing the community, and attract people from the surrounding areas to the site.



When examining the prospect of social housing, it is important that it is considered within its context, both in terms of the area it is to be located in, and the time that it is being done. Both of these points are criticial to the development of a successful design.

Context does not just include the surrounding area, it extends much further than that, into the people who occupy the area, their socio-economic group; the climate, the wind, the sun, the rain; and the purpose of the project. Is it designed simply to house people, to provide shelter? Or does it move beyond this typical style and examine how to encourage people to occupy an area in a positive manner, and draw people from other areas, to this place due to the manner in which it has been designed, and the types of program that it has incorporated and created?

